

RURAL LIVING LAB IN THE WEST OF FRANCE FOR THE LIVESTOCK PRODUCTION CHAIN IMPROVEMENT

PAYS DE LA LOIRE



LIVERUR Pilot Region: **West of France**
Square km: **32 082 km²**
Population: **3 757 600 inhabitants**
Political region: **Pays de la Loire**

DESCRIPTION

It is a main region of agricultural production with a focus on animal husbandry (dairy products, pigs, poultry). In consequence, a lot of jobs are connected to agriculture and food industry which are the major economic forces in the region. Good natural conditions and a modern structure of the enterprises are an asset of the region.

Food, Future & Technology

FOOD

Our objective is to develop livestock farms that are resilient and using own resources, in order to maintain livestock production (ie food), integrating circular economy.



FUTURE & TECHNOLOGY

We plan to develop new technologies for energetic self-sufficiency (using methane to produce fuel for tractors, photovoltaic equipment for self consumption, etc.).



LIVERUR - 773757



 Environmental & Climate	Attractive landscape for tourism and new inhabitants.	😊
	Favourable climate (temperature and rain) and soil for farming system .	😊 🛠️
	Good situation of biodiversity in relationship with agriculture and farming.	😊 🛠️
	Water quality is improving.	🛠️
 Economic context	Brittany and Pays de la Loire are two main regions in agriculture production – biggest area for the production of dairy, pig and poultry in France.	🛠️
	Farming and food industry is major economic force.	🛠️
	Dominant BM: Conventional farming.	📄
	Strong development of diversified SME's in Circular Economy sector	😊
	Job vacancies in agriculture (currently more than 1.000 jobs vacant).	🛠️
	Main livestock trend in difficulties (pork, milk, poultry).	🛠️
	Low export. Low farmer´s income.	🛠️
 Societal Context & Social Infrastructure	Development of organic and agroecology farming system.	😊
	Low unemployment rate.	😊
	Educational system.	😊
	Qualified employees.	😊
	High density of farms and farmers.	📄
	Low economic and social inequality between people.	😊
	Dynamism of demography.	😊
	Tension between farmers and citizens due to land occupation, environmental issues (pollution, noise, smells...) and societal pressure on farming system (pesticides, animal welfare...).	🛠️
	The agriculture sector of the two regions create 95.000 jobs in the production and 90.000 jobs in the food industry.	😊
Dynamic differences between territory (coast and rural, town and rural...).	🛠️	
 Rural technical infrastructure	Usable and free highway. High speed train connection to Paris, 3 airports. 4 main harbours	😊
	Farmer's group to exchange results, machinery, knowledge, innovation ...	😊
	High-tech SME, farming and food chain.	😊
	Some territory with low internet and cell phone reception.	😊
 Legal & institutional framework	Regional and dedicated policy for food and agriculture.	😊
	Link between farmer's organisation and regional/local authority.	😊
	The new GEMAPI law give power and involved local authorities.	😊
	Legal and institutional frameworks given for networking.	😊
	High number of agricultural policy decision far from the region.	🛠️
	Law EGALIM separate advises in agriculture and selling phytopharmaceutical products.	🛠️
 Food Security & Safety	High quality and sanitary of food.	😊
	Britain and Pays de la Loire farmers produce food for more than 30 million people (7 million people and 80,000 farmers in Brittany and Pays de la Loire).	😊